

Linking Hands. Linking Partnerships: The NDEP Partnership Network Meeting

More than 300 NDEP partners gathered on December 7 and 8, 2004 in Atlanta to link hands and link partnerships at the 4th NDEP Partnership Network Meeting—LINKS: Learn to Implement NDEP's Knowledge and Successes. NDEP partners from eleven time zones came together to network, to share success stories, and to plan for the future.

Presenters and participants discussed building and strengthening partnerships, new ideas for disseminating NDEP products and tools, and strategies for promoting diabetes self-management and primary prevention.

NDEP Chair Emeritus Dr. Charles M. Clark Jr., Associate Dean, Medical Education at Indiana University School of Medicine, welcomed work group members, representatives from the Diabetes Prevention and Control Programs (DPCPs), and other partners to the Sheraton Colony Square in Atlanta on December 7. NDEP Directors Joanne Gallivan and Jane Kelly, M.D. joined Dr. Clark in welcoming participants and shared updates on recent NDEP activities and outreach.

Over the next two days, a wealth of information was exchanged at break-out sessions on topics including: diabetes and children, new initiatives in diabetes self-management, creative and effective community partnerships, outreach to high-risk audiences, making the most of evaluation efforts, web-based tools for diabetes education, and personal health records.

Participants also came together to hear key presentations at several plenary sessions. In the first plenary, participants heard three perspectives on diabetes prevention and control. Dr. Robert Ratner, MedStar Research Institute, discussed how to identify high-risk individuals before instituting a diabetes prevention program. He reported that finding pre-diabetes within community-based health care systems can be accomplished effectively with simple, inexpensive database searches.

CDC NDEP staff member Betsy Rodriguez described her life as a certified diabetes educator (CDE) in Puerto Rico as "a dream come true" and shared how diabetes has affected her family and her life.

Lorelei DeCora, of the Seva Foundation-funded Diabetes Talking Circles Project, spoke about the project's culturally appropriate diabetes interventions for American Indians. The project is steeped in American Indian traditions and spirituality, allowing community members to share their feelings and receive information, support, and empowerment.



A message from the Chair....

In December, the NDEP completed an important meeting of our Partnership Network. We focused on making LINKS—Learn to Implement NDEP's Knowledge and Successes. The links that we make each and every day are at the heart of the NDEP's outreach efforts.

During the meeting, the NDEP Steering Committee adopted a strategic plan to guide the program for the next three years. The plan calls on us to continue making links to share the knowledge, messages, and materials we have developed with more people with diabetes, with more people at risk for diabetes, and with an ever larger number of health care professionals. (See page 2 for more strategic plan details.)

The National Diabetes Education Program has made great progress.

- We – with the help of our partners – are a leader in diabetes education and outreach.
- We – with the help of our partners – have developed a strong portfolio of messages, publications, and tools.
- We – with the help of our partners – have created a strong network of organizations and individuals committed to diabetes education and outreach.
- We – with the continued help of our partners – now need to step up our promotion and outreach efforts.

The watchword for the next three years is PROMOTE. Promote, promote, promote. I look forward to linking with you as we bring life to this exciting strategic plan. ■

—James R. Gavin III, M.D., Ph.D., Chair, National Diabetes Education Program



◀ NDEP partners hear updates on diabetes initiatives.

At the second plenary, "How I Learned to Stop Worrying and Love Evaluation," CDC's Tom Chapel described why evaluation frightens people and then demonstrated how the results of a well-planned evaluation effort can make a real difference in program success. Chapel explained that with careful planning, and by avoiding common mistakes and potential pitfalls, evaluation can be pain-free.

See **MEETING** on page 2

NDEP Steering Committee Adopts Strategic Plan for Fiscal Years 2005–2007

The NDEP Steering Committee concluded its December 7, 2004 meeting in Atlanta with a unanimous endorsement of the program's strategic plan for fiscal years 2005 through 2007. Following the broad direction set by the Steering Committee, the NDEP will focus on partnership outreach, promotion, and dissemination of the wide array of educational tools, mass media messages, and web resources it has developed.

"Three years ago, we said we would continue to focus on diabetes control, launch the *ABCs of Diabetes* campaign, and develop a diabetes prevention message based on the DPP findings," said James R. Gavin III, M.D., Ph.D., NDEP Chair. "To our collective credit, we have met those objectives over the last 3 years. Now, NDEP needs to focus on reaching out to promote these messages."

Since its inception, NDEP has implemented a strategic planning process that incorporates input and guidance from the program's steering committee and work group members on future directions and priority activities, including development of a detailed plan for each work group. The 2005-2007 strategic plan, the NDEP's third, is the outcome of this same process and was coordinated through the program's Operations Committee, chaired by Lawrence Blonde, M.D.

"NDEP is truly the national leader in the area of primary prevention," said Dr. Blonde in opening discussion of the strategic plan at the Steering Committee meeting. "We carry the prevention flag and will continue to do so in the years ahead. We also must continue to address diabetes control through partnerships and promotion."

NDEP's primary emphasis in the next 3 years, however, will be on promotion and partnerships to help spread the word about NDEP and its resources. The strategic plan includes a variety of promotion and partnership tactics to reach people with diabetes, people at risk for the disease, and health care providers.

At the community level, each of the high-risk audience work group members plans to exhibit and present NDEP resources at health fairs, diabetes screenings, and workshops with businesses. Work group members will develop new partnerships and participate in media relations activities such as radio interviews and disseminating messages to in-language newspapers and newsletters.

NDEP will continue to conduct media promotions throughout each year during the various ethnic "Heritage Months." The American Indian Work Group will promote the "Move It!" campaign kit to hundreds of schools serving American Indian and Alaska Native youth. The Hispanic/Latino and the Asian American and Pacific Islander Work Groups will identify opportunities to feature NDEP's products in the in-language media that reach their communities.

The Pharmacy, Podiatry, Optometry, and Dentistry (PPOD) Work Group has an aggressive outreach plan to give presentations and conduct seminars and workshops about their new primer on diabetes management at meetings of each of their professional groups. The Health Care Provider Work Group has plans to promote the *BetterDiabetesCare* website and in 2005 will offer continuing education credits for users of the site.

Outreach to health care providers will include an important new message based on findings from the Diabetes Prevention Program (DPP) clinical trial: Women who have had gestational

diabetes can prevent the onset of type 2 diabetes by reducing their body weight by 5 to 7 percent and by getting 30 minutes of physical activity 5 days a week. The Diabetes in Children and Adolescents Work Group and the Health Care Provider Work Group are collaborating on this new effort.

To increase awareness and promote the *DiabetesAtWork* website, the Business and Managed Care Work Group will conduct an e-mail promotion campaign to business leaders and provide the Diabetes Prevention and Control Programs (DPCPs) with toolkits for conducting workshops in their states. The group also will explore partnerships with several key organizations involved in occupational medicine and business and health issues.

Finally, the new strategic plan carries a commitment to reach policy makers. The centerpiece of this effort, assembled with the assistance of an expert panel, will be a compilation of the evidence on the economics of treating diabetes and pre-diabetes.

"This strategic plan demonstrates NDEP's continued evolution as a strong partnership organization, with volunteers and professionals who have made a commitment to changing the way diabetes is treated—by consumers, by health care professionals, by policymakers, by businesses, and by the media," said Dr. Gavin.

To review a copy of the NDEP Strategic Plan, log onto the NDEP website at www.ndep.nih.gov/about/about.htm. ■

MEETING continued from page 1

Dr. Clark and Ms. Gallivan built upon Chapel's presentation by describing NDEP's evaluation activities, including process and outcome evaluations already completed and new directions for evaluation efforts in the future.

An energizing presentation on physical activity by Dr. Andrea Kriska of the Graduate School of Public Health at the University of Pittsburgh described the key components of a realistic, feasible physical activity intervention effort including goals, "activity prescriptions," and safety issues. Kriska also reviewed the proper use of a pedometer.

Dr. Pamela Allweiss of CDC and Tim McDonald of General Motors Corporation presented the business case for diabetes prevention and control, reviewing industry trends as well as presenting a case study about GM employees.

The final plenary session featured Dr. George Rust of the Morehouse School of Medicine presenting "The Importance of Cultural Competency in Diabetes Prevention and Control." Using examples from his own experiences and from cultures across the world, Rust demonstrated the work we all need to do to cultivate cultural competency.

Other meeting highlights included a reception on Tuesday evening where Dr. Gavin recognized outstanding NDEP volunteers (see sidebar on page 6) and a surprise Wednesday morning wedding ceremony where participants witnessed the marriage of Health E. Eating and Move Moore, pledging to be partners in controlling their diabetes—For Life (see article on page 7).

At the closing session on December 8, Dr. Gavin proclaimed the meeting "a great success and time well spent for all involved." ■

SPREADING THE *word* NDEP Partners at work.

NDEP conducted its second semiannual Partner Activities Survey during the summer of 2004 and would like to thank all of our partners who participated. Here is a sampling of the activities that were reported by NDEP Partners who completed the survey.

State Diabetes Prevention and Control Programs (DPCPs)

- **The California DPCP** held an information session for 41 custodial staff members, sharing information about diabetes prevention and control and tips on physical activity and nutrition. The DPCP distributed *Small Steps. Big Rewards.* GAMEPLAN toolkits and pedometers. Staff reports seeing several custodians wearing their pedometers at work!
- **The Delaware DPCP** is using a modified version of the *Small Steps. Big Rewards. Prevent type 2 Diabetes.* materials in a 4-week health education program at senior centers throughout the state.
- **The Nebraska DPCP** and the state Unit on Aging have received a grant to train nurses on how to use NDEP's "Feet Can Last a Lifetime" kit and how to conduct foot assessments at senior centers and give presentations to people with diabetes.
- **The New York DPCP** produced a 90-minute satellite video broadcast to train health care providers on the *Small Steps. Big Rewards.* campaign. The broadcast also included information on how to order NDEP materials.
- **The Ohio DPCP** has distributed the *Control Your Diabetes. For Life.* PSAs through the Ohio Association of Broadcasters, resulting in close to \$600,000 of both television and radio airtime statewide.
- **The Oklahoma DPCP** began a small pilot project in a local church designed to encourage congregants at high risk for diabetes to set small goals each month to lower their risk for diabetes. The pilot project provided participants with *Small Steps. Big Rewards.* materials, including the *GAMEPLAN* Food and Activity Tracker.
- **The Rhode Island DPCP** worked with the American Heart Association during Heart Month in February 2004 and Stroke Month in May 2004 to promote the *Be Smart About Your Heart. Control the ABCs of Diabetes.* campaign at various professional activities and community events.
- **The Utah DPCP** has created bus wraps in English and Spanish with the message, "You are the heart of your family – *Control Your Diabetes. For Life.*" The buses have toured four Utah counties. Consumer awareness of the wrapped buses will be tracked with the BRFSS question, "Where have you seen diabetes messages?"
- **JoAnn Gurenlian, Chair of the Pharmacy, Podiatry, Optometry, and Dentistry Work Group**, discussed diabetes and oral health during a radio interview in the Philadelphia market.
- **Theanvy Kuoch of the Asian American and Pacific Islander Work Group** used the *Small Steps. Big Rewards.* materials to develop Khmer-language materials that were made available online.
- **Sara Lomax-Reese, formerly of the African American Work Group**, promoted NDEP and the Philadelphia launch of "50 Ways to Prevent Diabetes" on her radio talk show, "HealthQuest."
- **Catherine Marschilok of the Diabetes in Children and Adolescents Work Group** has integrated NDEP messages and materials into community activities of several coalitions in five counties in New York state.
- **Tim McDonald of the Business and Managed Care Work Group** placed NDEP articles in a wellness newsletter that reached approximately 670,000 households.
- **Rosalba Ruiz Reyes of the Hispanic/Latino Work Group** has promoted and distributed the *Movimiento Por Su Vida* CD at health fairs and training sessions. She has disseminated the CD to several diabetes organizations in border states and to promotoras from six Central American countries.
- **Alfonso Vargas of the Diabetes in Children and Adolescents Work Group** participated in a radio media tour focusing on the *ABCs of Diabetes*, cosponsored by the NDEP and the ADA. Dr. Vargas was interviewed by nine Hispanic/Latino stations and radio networks, resulting in four live interviews in top media markets with an estimated audience reach of more than one million listeners. ■

Work Group Members

- **Jeff Caballero, Chair of the Asian American and Pacific Islander Work Group**, promoted the availability of NDEP campaigns and materials during an interview on public radio's "Pacific Time."
- **Aurora Cudal of the Asian American and Pacific Islander and the Older Adults Work Groups** has included *Control Your Diabetes. For Life.* and *Small Steps. Big Rewards.* materials in talks with seniors. In addition, she has promoted these messages in monthly dance/health information sessions of the United Filipino American Senior Citizens of San Diego.
- **Alison Evert of the Diabetes in Children and Adolescents Work Group** has actively promoted and distributed NDEP's *Helping the Student with Diabetes Succeed: A Guide for School Personnel.* In addition to referencing the guide in an article in *Practical Diabetology*, she has distributed and promoted the guide at several conferences and meetings.

Thinking Outside the Box... and Onto Grocery Bags

More than 70,000 Chicago residents served by the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) will soon be going home with more than just groceries. As part of an ongoing partnership with the Illinois Diabetes Prevention and Control Program (DPCP), grocery bags at WIC Food Centers will be printed with messages and images from NDEP's *Small Steps. Big Rewards. Prevent type 2 Diabetes* campaign. More than 300,000 bags are printed and distributed each month, and WIC has promised that at least one full month will be devoted to diabetes prevention. Drawing on NDEP's prevention messages for African Americans, Hispanics/Latinos, Asian Americans and Pacific Islanders, and the general audience, messages on the bags will be tailored for each audience and printed in English, Spanish, and Chinese. Kudos to WIC and the Illinois DPCP for a great idea! ■

Small Steps

Across America

small steps

big rewards

Prevent type 2 Diabetes

To launch the multicultural components of the *Small Steps. Big Rewards. Prevent type 2 Diabetes* campaign, the NDEP assembled a *Small Steps Team*—a group of men and women representing populations at highest risk for developing type 2 diabetes: African Americans, American Indians and Alaska Natives, Hispanics and Latinos, Asian Americans and Pacific Islanders, and older adults. Team members are dedicated to preventing diabetes in their own lives and are committed to spreading the word about diabetes prevention in their communities.

In April 2004, the *Small Steps Team* introduced the multicultural campaigns, including tailored materials and resources for their respective communities, at a national launch event in Washington, DC. The campaign messages spread the good news that preventing type 2 diabetes is proven, possible, and powerful.

Team members then returned home to launch their community's campaign at local events in their own hometowns. Working with local organizations and community leaders, team members gave their campaign launches local flavor and excitement. Thanks to the hard work and creativity of our Team Members, *Small Steps* has truly spread across America! ■

September in San Diego



"Two Reasons I Find Time to Prevent Diabetes. My Future and Theirs." The materials and resources, to be available in 15 Asian and Pacific Islander languages, use an intergenerational theme to deliver diabetes prevention messages. Featured speakers included: Carmencita "Chita" Domingo, *Small Steps Team* Member representing the Asian American and Pacific Islander audiences; Dr. James R. Gavin III, NDEP Chair; Nicholas Inzunza, Mayor, National City; Aurora Cudal, United Filipino American Senior Citizens Association and NDEP Asian American and Pacific Islander Work Group member; and Nina Agbayani, Director of Programs, Association of Asian Pacific Community Health Organizations (AAPCHO).

June in Phoenix



Small Steps Across America began in Phoenix to promote **"Prevengamos la diabetes tipo 2. Paso a Paso"** (We Can Prevent type 2 Diabetes, Step by Step.) messages and to increase awareness of the risk for type 2 diabetes among the **Hispanic/Latino** population. The well-attended event was held in June 2004 in conjunction with the National Council of LaRaza's annual conference. The session was interactive and included panelists Jose Cortez, *Small Steps Team* Member representing the Hispanic/Latino audience; Dr. Saul Malozowski, representing the NDEP and the National Institute of Diabetes and Digestive and Kidney Diseases of the National Institutes of Health; Yanira Cruz, NDEP Hispanic/Latino Work Group chair and CEO of the National Hispanic Council on Aging; and Carmen Ramirez, from the Arizona Diabetes Prevention and Control Program.

July in Philadelphia



The “**More than 50 Ways to Prevent Diabetes**” materials provide tailored messages and humorous tips for the **African American** community to raise awareness about diabetes prevention. In July 2004, the city of Philadelphia’s *Fun Fit and Free* healthy living program partnered with the NDEP to get the messages out to African Americans that type 2 diabetes is not inevitable, even if it is part of their family history. The event was held at the North Philadelphia Seventh Day Adventist Church where healthy cooking classes are held weekly. Frenchy Risco, lay chef, and *Small Steps. Big Rewards.* Team Member representing the African American audience, conducted a healthy cooking demonstration and shared the tasty offerings with the more than 125 attendees. Joining Risco as featured speakers were Dr. James R. Gavin III, NDEP Chair; Janet O. Brown, NDEP African American Work Group member and Clinical Trials Manager, Albert Einstein College of Medicine; and Gwen Foster, Philadelphia’s Health and Fitness Czar.

August in Oklahoma



In August 2004, NDEP launched the “**We Have the Power to Prevent Diabetes**” messages for **American Indian and Alaska Native** audiences in Ada, OK. The event was held in partnership with the Chickasaw Nation Health System’s new Diabetes Care Center, a facility that provides education, health care services, and physical activity programs for American Indian adults to promote diabetes prevention and to help people with diabetes manage the disease. Delivering the message that diabetes prevention is proven, possible, and powerful were Debra Jim, *Small Steps* Team Member representing the American Indian and Alaska Native audiences; Dr. Griffin P. Rodgers, Deputy Director, National Institute of Diabetes and Digestive and Kidney Diseases of the National Institutes of Health; and Tom John, Diabetes Care Center Director, Chickasaw Nation Health System and NDEP American Indian and Alaska Native Work Group member. To get everyone moving, fitness instructors from the Diabetes Care Center led everyone in low-impact chair aerobics using resist-a-bands.

January in Jacksonville



To round up the series of *Small Steps Across America* events, NDEP partnered with Florida’s First Coast YMCA to launch “**It’s Not Too Late to Prevent Diabetes. Take Your First Step Today**” messages tailored to reach **adults ages 60 and older**. Florida’s First Coast YMCA coordinated the event in Jacksonville, FL at the Yates Family YMCA. Attendees learned that lifestyle interventions for diabetes prevention—eating healthy and getting 30 minutes of physical activity several days per week—were extremely successful in people over age 60. The featured presenters at the press event included: Sam Kitching, *Small Steps* Team Member representing the older adult audience; Dr. James R. Gavin III, NDEP Chair; Paul McEntire, President, Florida’s First Coast YMCA; and Susana Perry, Vice Chair, NDEP Older Adults Work Group.

NDEP, American Diabetes Association, and American College of Cardiology Join Forces to Raise Awareness on the Link between Diabetes and CVD

The NDEP, the American Diabetes Association (ADA), and the American College of Cardiology (ACC) marked National Diabetes Month in November by launching new public service announcements on diabetes and cardiovascular disease.

"People with diabetes are not meeting recommended goals for blood glucose, blood pressure, and cholesterol levels, also known as the ABCs of diabetes," said Dr. James R. Gavin III, NDEP Chair. "Failing to meet these goals places people with diabetes at an extremely high risk for heart disease and stroke, the leading causes of death for people with diabetes." According to NHANES data gathered in 1999-2000 and published in the January 2004 issue of the *Journal of the American Medical Association*, only 7.3 percent of people with diabetes met recommended guidelines for all three risk factors.

ADA, ACC, and NDEP are united in urging people with diabetes to talk to their health care providers about the "ABCs of Diabetes." A is for the A1C test, which measures average blood glucose over the past 2 to 3 months; B is for blood pressure; and C is for cholesterol. People with diabetes need to ask their health care providers what their ABC numbers are and how to reach their target numbers.

For Diabetes Month, two complementary public service announcements (PSAs) were launched. The first PSA, entitled "Choose to Live," uses a testimonial approach to show how diabetes is a silent killer that can alter a person's life in a dramatic way. "Break Your Heart," the second PSA, uses a powerful, text-only approach that reveals the devastating effects diabetes can have on the heart. The campaign features television, print, and radio versions of these ads in both English and Spanish. ADA issued a press release announcing the campaign to newspapers and magazines across the country.

NDEP promoted the availability of these new PSAs to the state Diabetes Prevention and Control Programs (DPCPs) and other NDEP partners. NDEP partners were invited to add their logos to these ads and disseminate them in their states and communities.

The Ohio DPCP has adopted the campaign and is distributing the TV PSAs in partnership with the Ohio Broadcasters Association.

In addition to partnering on distribution of the PSA campaign, ADA and NDEP spokespersons participated in a "radio media tour" on diabetes and cardiovascular disease. General audience, Spanish-language, and African American radio stations and networks were invited to conduct brief interviews with Dr. Vivian Fonseca, Chair, ADA Professional Practice Committee; Dr. Alfonso Vargas, member, NDEP Diabetes in Children and Adolescents Work Group; and Dr. Gavin. Five live interviews and 21 taped interviews were conducted with these campaign spokespersons, resulting in over 22.7 million gross impressions and over 6,300 airings on 3,835 stations.

As part of the *Be Smart About Your Heart. Control the ABCs of Diabetes.* campaign, the NDEP has adapted educational materials that promote the ABCs message in English, Spanish and 15 Asian and Pacific Islander languages. These materials can be found at www.ndep.nih.gov. ■

NDEP Honors Outstanding Volunteers

The NDEP recognized five Outstanding Volunteers during the recent Partnership Network Meeting in Atlanta. NDEP Chair Dr. Gavin praised these honorees for "stepping up above and beyond the call of duty."

- ▶ Dr. Kelly Moore, clinical specialty consultant at the Indian Health Service (IHS), immediate past chair of the Diabetes in Children and Adolescents Work Group and vice chair of the American Indian/Alaska Native Work Group, for her leadership in developing NDEP's resources on children with type 2 diabetes.
- ▶ Dr. Francine Kaufman, professor of pediatrics at Children's Hospital of Los Angeles, for her work on *Helping the Student with Diabetes Succeed: A Guide for School Personnel* and helping to obtain corporate support for printing and distribution.
- ▶ Dr. Ross Taubman, immediate past chair of the Pharmacy, Podiatry, Optometry, and Dentistry (PPOD) Work Group and board member of the American Podiatric Medical Association, for his work on the PPOD Primer and Medication Supplement.
- ▶ Drs. Kevin Peterson and Lawrence Blonde for their work on the BetterDiabetesCare website and their leadership of the Health Care Provider Work Group.

NDEP also honored the work group members who responded to the 2004 Partner Activities Survey with "Charlie Awards," named after Dr. Charles M. Clark Jr., the first chair of the NDEP. In addition, the state and territorial Diabetes Prevention and Control Programs (DPCPs) were recognized with certificates of appreciation for their collective contribution to the NDEP. Congratulations and thanks to all honorees. ■

Move It!

Thanks to the **American Indian and Alaska Native Work Group** for their outstanding work and collaboration with the **Association of American Indian Physicians (AAIP)** on the *Move It! And Reduce Your Risk of Diabetes* program. The *Move It!* program encourages young people ages 12 to 18 to reduce their risk of diabetes by getting regular physical activity. With help from the work group, the AAIP has been awarded a grant from the U.S. Department of Health and Human Services' Office of Minority Health that will provide funding to ten schools serving American Indian and Alaska Native youth so they can develop activities that use *Move It!* materials and that encourage physical activity. Recently, AAIP announced the selection of four schools to serve as models for other *Move It!* programs. ■



▲ Dr. Charles Clark, NDEP Chair Emeritus, gives away Health E. Eating (Dr. JoAnn Gurenlian)

Health E. Eating and Move Moore Marry in Surprise Ceremony

Participants at the NDEP Partnership Network Meeting were surprised and delighted to witness a wedding ceremony like none they'd ever seen! NDEP Chair Dr. James R. Gavin III officiated at the marriage of Health E. Eating and Move Moore as they pledged to be partners in controlling their diabetes for life. Ms. Eating and Mr. Moore recited special vows written just for the occasion.

The ceremony, marked by music and song, was an affirmation of team work and partnership. Those assembled laughed and cried, blew bubbles of celebration, and danced the Hokey Pokey. Congratulations to the happy couple, and special thanks to Dr. Gavin, Dr. Charles M. Clark Jr., Dr. JoAnn Gurenlian, Mr. Eddie Joyce, and Ms. Mary Nishioka for a truly memorable ceremony. Congratulations to the happy couple. ■



▲ Dr. Gavin officiates at the marriage of Health E. Eating and Move Moore (Thomas "Eddie" Joyce, Ohio DPCP Director) as witnesses look on.

Wedding Vows

I, **Health E. Eating**, take thee Move Moore,
to be my partner in diabetes control from this day forward.
To have and to hold, in good times and bad,
through holidays, family reunions, and late-night cravings.
I promise, from this day forward, to help you monitor your
blood glucose, your blood pressure, and your cholesterol,
and to remind you to take your diabetes medication.
Together we will control the ABCs of diabetes,
partners linking hands,
all the days of our lives.

I, **Move Moore**, take thee Health E. Eating,
to be my partner in diabetes control from this day forward.
To have and to hold, in good times and bad,
through holidays, family reunions, and late-night cravings.
I promise, from this day forward, to help you monitor your
blood glucose, your blood pressure, and your cholesterol,
and to join you for morning walks and late night dancing.
Together we will be smart about our heart,
partners linking hands,
all the days of our lives.

a job WELL DONE...

In summer and fall 2004, NDEP publications and media messages were awarded numerous honors in the following awards competitions:

National Health Information Awards

This awards program, the most comprehensive of its kind, recognizes the best consumer health information materials and programs from organizations throughout the nation. The "Get Real" TV PSA won a Bronze Award and the "Tips for Kids with type 2 Diabetes" series won a Merit Award.

SABRE Awards

NDEP recently received two Certificates of Excellence from the SABRE Awards, recognizing superior achievement in branding and reputation. Receiving the honors were *Helping the Student with Diabetes Succeed: A Guide for School Personnel* and the "Get Real" TV PSA.

MarCom Creative Awards

NDEP was recently honored by the 2004 MarCom Creative Awards with a Gold Finalist Award for the *MOVIMIENTO* music CD, a cross-over original music CD aimed at getting Hispanics and Latinos at risk for and living with type 2 diabetes to be more physically active. The MarCom Creative Awards is an international awards competition that recognizes outstanding achievement by marketing and communication practitioners.

NDEP calendar

The NDEP regularly exhibits at national meetings across the country. Exhibits provide an opportunity to share information and publications, promote NDEP programs and resources, and strengthen links with partner organizations. The upcoming NDEP exhibit schedule is:

- **American Society on Aging/National Council on Aging Joint Meeting**
March 10-13, 2005 • Philadelphia, PA
- **American College of Physicians**
April 14-16, 2005 • San Francisco, CA
- **CDC Diabetes Translation Meeting**
May 2-5, 2005 • Miami, FL
- **American Academy of Physician Assistants**
May 28 - June 2, 2005 • Orlando, FL
- **American Diabetes Association Scientific Meeting**
June 10-14, 2005 • San Diego, CA
- **American Academy of Nurse Practitioners**
June 17-22, 2005 • Fort Lauderdale, FL
- **American Association of Diabetes Educators**
August 10-13, 2005 • Washington, DC

updated NDEP PUBLICATIONS

To order these publications or other NDEP materials, please call 1-800-438-5383 or visit the NDEP website, www.ndep.nih.gov.

Expanded Medicare Coverage of Diabetes Services Fact Sheet

For people with diabetes who are eligible for Medicare benefits, this fact sheet describes the diabetes self-management training and medical nutrition therapy services now covered by Medicare and where to get more information. Available in English and Spanish.

Controle la diabetes por su y de por vida. Consejos para ayudarlo a sentirse mejor y a mantenerse saludable.

This Spanish-language version of *Control Your Diabetes. For Life. Tips for Feeling Better and Staying Healthy* provides an action plan for diabetes control that includes tips for knowing blood glucose levels, reaching blood glucose goals, and maintaining blood glucose control.

4 pasos para controlar la diabetes para toda la vida.

This Spanish-language version of *4 Steps to Control Your Diabetes For Life* is an easy-to-read booklet explaining the four key steps for controlling diabetes.

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